

first specific binding agent nor participate in the formation of a complex by means of which detection of said analyte is accomplished in said detection zone.

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10. (Twice Amended) An assay device according to claim 9, wherein said detection zone contains an immobilised specific binding agent which acts as a direct or indirect capture means for said analyte but which does not bind to said non-specific protein, and said control zone contains a specific binding agent which binds said non-specific protein but does not bind said specific binding agent co-sensitised on said particulate direct label.
